

Personal data – Positive or Negative?

YOUR DATA MATTERS

Primary Worksheet

Do you think these ways
of using personal data
are positive or negative?
Why?

“My navigation app used my
location and traffic data to
show me the quickest way home.”

☐ Positive ☐ Negative

Why? _____

“If I haven’t logged on to my
gaming app in a while, the
app sends me a notification
to remind me to play.”

☐ Positive ☐ Negative

Why? _____

“Shops keep sending me emails
for new products I could buy.”

☐ Positive ☐ Negative

Why? _____

“I see social media adverts
telling me who I should
follow.”

☐ Positive ☐ Negative

Why? _____

“After I look at a product
online, I see adverts for
it everywhere.”

☐ Positive ☐ Negative

Why? _____

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What type of adverts do you think Rosie might see, based upon her activity?



Orders her favourite author's new book

Signs up for a charity run

Joins a social media group about vegetarian recipes
